

PRICE OPTIMIZATION WITH RULE RELAXATION

ABSTRACT

5 A method for computing a preferred set of prices for a plurality of products, comprising generating a preferred set of prices is provided. The generating a preferred set of prices, comprises, storing a plurality of rules, allowing the prioritization of the plurality of rules, and relaxing lower priority rules to allow higher priority rules to become feasible.

10 An apparatus for computing a preferred set of prices for a plurality of products is provided. An optimization engine is provided, which comprises computer readable media, which comprises computer readable code for storing a plurality of rules, computer readable code for allowing the prioritization of the plurality of rule, and computer readable code for relaxing lower priority
15 rules to allow higher priority rules to become feasible.